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ABSTRACT

Summaries of research and production activities for "Sesame Street" and "The Electric Company" are provided in this quarterly report, as well as information on the Children's Television Workshop's community education services, public relations, personnel, and merchandise products. A table indicating foreign countries in which these programs were broadcast in English (or in another language for "Sesame Street") and a financial statement are included. (CMV)

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CES MATERIALS

SAMPLE PRESS CLIPPINGS

THE ELECTRIC COMPANY FINAL REPORT ON A TELEVISION READING SERIES

SESAME STREET QUARTERLY REPORT
TO THE OFFICE OF EDUCATION

APRIL - JUNE, 1978

I. ACTIVITIES AND ACCOMPLISHMENTS

A. During the past several broadcast seasons of Sesame Street, Linda Bove, a deaf actress, has become a semiregular cast member on the program. Several shows have featured appearances by performers from the Little Theatre of the Deaf, and much discussion of deafness and its implications has been incorporated into the videotaped street wraparound segments which form the backbone of the show. Consequently, the Sesame Street research division has planned and implemented a major study concerning a subset of segments which present information about deafness and signing.

The study in question has been coordinated by Dr. Sam Guskin, Chairman of the Department of Special Education at Indiana University. Dr. Guskin has been assisted by Dr. Miriam Cherkes, Assistant Professor in the Department of Educational Psychology at the University of Connecticut. Dr. Guskin and Dr. Cherkes, working as consultants to the Children's Television Workshop, have helped Sesame Street researchers plan test items, arrange for logistics of the study, train testers and perform testing of subjects, code and analyze the resulting data. At this point in the study, the entire 180 subjects have been tested, and data analysis is underway.

The study investigated what kinds of information preschool children learned and what kinds of attitudes they displayed in response to eight specially edited test programs which featured several of the Sesame Street experimental segments about aspects of deafness. General comprehension measures were performed with some of the children, and motoric/verbal responses to segments featuring sign language were also examined.

The first draft of the final report is due during the unpcoming quarter, and some preliminary feedback on the comprehension testing will be available at the beginning of August.

Much staff time during the April-June quarter was invested in aspects of this study: consulting experts in the fields of attitude measurement and disabilities; planning test items; locating the sample populations and the principal investigator; videotaping pretest stimulus materials; piloting the character familiarity and parent questionnaires; planning the response coding; preparing contractual arrangements; and, in general, monitoring the logistics and progress of the study.

B. Ms. Barbara Flagg, from the Harvard Center for Research in Children's Television, has completed a study which employs eye-movement research to examine the visual scanning strategies which preschool children employ while watching certain new Sesame Street segments designed to teach prescience and prereading skills. Ms. Flagg, along with her colleagues Abigail Housen and Stella Lesser, has submitted a draft report which is now being reviewed by Research staff.

C. Dr. Cornelia Brunner, a former member of CTW's research staff for The Electric Company, completed formative research on a set of experimental film materials designed to teach prescience. These films, designed for the ninth broadcast season of Sesame Street, employed new formats and characters which the research department wished to assess. A draft has been submitted and is now being review by the Research staff.

D. Sesame Street researchers completed a draft version of Sesame Street's tenth season curriculum document. Final revisions to this document will be completed during the early portion of the upcoming quarter, after advisors, researchers, and producers have had the opportunity to meet to discuss certain aspects of the draft.

Researchers met with the Curriculum Coordinator for Sesame Street to discuss airtime apportionment to be assigned to each goal and subgoal during the tenth season. Consequently, the Coordinator was able to begin planning his tenth-season writing assignments so that each subgoal will receive its appropriate airtime. Currently underway is a calculation of the actual percentage of broadcast time which was devoted during the ninth season to each curriculum goal and subgoal. This information will provide a checklist for the Coordinator and researchers to apply in maintaining or adjusting the assignment of airtime to various goals.

E. Dr. Burton White, from Harvard University, provided a miniseminar to brief writers and producers about the developmental capabilities of the 24-month-old child. This seminar was held to inspire brainstorming for the preparation of scripts featuring Buffy St. Marie and her 24-month-old son, who will revisit Sesame Street for a week's worth of programs during the tenth broadcast season. Dr. White also discussed appropriate curriculum approaches with the Sesame Street research staff.

F. Researchers conducted a formative ministudy of several segments featuring guest appearances by pianist Victor Borge. Researchers and producers wished to know if the segments would be successful in holding the attention of preschool viewers.

G. Researchers performed formative research to assess children's reactions to a subset of segments produced by animator Etienne Delassert. Producers were interested in discovering whether the characteristically whimsical nature of the segments might be confusing to preschoolers, and asked the research group to evaluate the usefulness of these segments for the program.

H. Researchers and producers met to discuss possible new formats for classification goals. Producers had raised the question of developing a new song to teach classification skills, so that the format might be less confusing than the song presently used to teach sorting.

I. The Director of Research for Sesame Street provided a series of curriculum briefing seminars, both for Sesame Street's music director and for Al Hyslop, who was recently appointed Producer for Sesame Street.

J. The Sesame Street Research staff held a second meeting to discuss topics and treatments for remote shooting, to take place at various locations throughout New York City. The "remotes" are intended to provide a fresh look for tenth season programming, and to afford a backdrop for illustrating certain curricula such as career awareness and cultural diversity.

K. Script review for the tenth broadcast season was begun, as writers began the task of producing scripts for upcoming taping. The review process for animation storyboards and films was also implemented. Both of these processes will be continuing throughout the July - September quarter.

L. The Director of Sesame Street Research prepared a curriculum briefing for Mrs. Cooney to bring her up to date on the history, theoretical background, and recent changes in Sesame Street's affective curriculum.

M. Work continues on a Sesame Street character study, with aspects of the project being completed by Dr. Dan Anderson, of the University of Massachusetts, Dr. Langbourne Rust, of New York City's Attribute Research Service, and Dr. Peter Crown, from Hampshire College in Northampton, Massachusetts.

Dr. Anderson provided a distractor analysis of fifteen hours of Sesame Street programming, representing shows from the first broadcast season of the series as well as from the seventh and eighth seasons. The programs were chosen as representing typical character roles and situations as showcases for several of the regular Sesame Street cast members. Dr. Langbourne Rust analyzed the data with an eye to providing hypotheses about the kinds of character roles and situations which tend to elicit high attention from preschool viewers, as well as identifying those roles which tend to lead to low attention. Dr. Anderson is currently preparing his own interpretation of the data, which will be received by the Sesame Street research staff during the July-September quarter.

Dr. Peter Crown has also been engaged on a contractual basis to prepare a taped presentation for the Children's Television Workshop staff. The presentation will describe the study and provide highlights and recommendations for producers. His presentation is also to be completed during the July-September quarter.

N. Researchers met with members of CTW's Operations Division to discuss plans for a minicomputer to be housed at the Workshop, with the capacity to log and catalog Sesame Street segments by goal or by other criteria.

2. PROBLEMS - No Significant Problems

3. SIGNIFICANT EVENTS AND FINDINGS - See Category #1, above.

4. DISSEMINATION ACTIVITIES

A. The Assistant Director met with Professor Dennis Lowry and members of his communications class from Temple University to discuss formative research purposes and practices.

B. The Assistant Director gave a presentation to a communications class at Columbia University regarding formative research at the Children's Television Workshop.

C. The Assistant Director met with Mr. Ralph Fairbrother, from the Educational Multimedia Center in Australia.

D. The Assistant Director met with Mr. Amung Haryono, an Indonesian student from Syracuse University. Mr. Haryono will hold a post as one of the chiefs of education when he returns to his country.

E. The Assistant Director interviewed Ms. Doke Blum, a doctoral student at the City College of New York, about a possible fall internship with the Sesame Street research division.

F. The Assistant Director and another researcher from the staff accepted an award to the Children's Television Workshop presented at the annual One-To-One Media Awards Ceremony.

G. Two members of the research division collaborated in writing an article for the German publication, Fernsehen Und Bildung. The article concerned television and children's fears.

H. The Director of the Sesame Street research division met with Dr. Robert Krull from Rensallaer Polytechnic Institute regarding Dr. Krull's research concerning time lag analysis on distractor data.

I. The Director gave a joint presentation, along with Geri Brioso, Graphics Designer for Sesame Street, at the NAEB Graphic Design Conference in Pittsburg, Pennsylvania on May 23-27. The title of the presentation was "Sesame Street, CTW Educational Research and Design Applications."

J. The Director met with Rhoda Brownstein, from the Yale Child Study Center, to discuss possible aid which the department could offer to Professors Jerome and Dorothy Singer in their study on television effects being mediated with parental followup. The research division provided videotapes for the study and advice; and a copy of the research will be forwarded upon its completion.

K. The Director attended an international conference on the adaptations of Sesame Street, held in Amsterdam, May 18-25. A presentation of new experiments and curriculum treatments in the United States program was offered at the conference. Dr. Edward Palmer, Vice President for Research, also offered a presentation, on continuing formats on Sesame Street.

L. The Director met with Ms. Aviva Deutsch, a representative of children's television programming from Israel.

M. Two researchers attended the annual NAEB convention in San Juan, Puerto Rico, and presented a discussion of a formative research study examining Sesame Street's bicultural curriculum.

5. CAPITAL EQUIPMENT ACQUISITION - During this quarter the Research Division authorized the purchase of the following items of equipment:

One (1) Betamax SLO 320 Videotape Recorder
Four (4) HPI Filmstrip Projectors
Four (4) Audio Cassette Recorders (Panasonic RQ 309)

6. DATA COLLECTION - See Category #1, above.

7. OTHER ACTIVITIES:

Nonbroadcast: Researchers continued to provide review functions and occasional testing of prototypes for books, toys, records, and games designed under the auspices of the Products Division. Special effort was invested in carefully reviewing submissions from the records department, in the form of lyrics.

Community Education Services: Researchers provided review for a publication being prepared by the CES Division, a book called Sharing the Street, featuring follow-up activities which can be performed by Sesame Street's viewing audience, including those with handicapping conditions.

Public Relations: Sesame Street researchers discussed plans for developing the tenth season press kit, as well as general public information matters, with members of the Public Information Department

International: The Director of the Sesame Street research division gave a presentation at the Amsterdam Conference on International Adaptations of Sesame Street. He participated in review of programs prepared for Ifta Ya Simsim, the Arab version of Sesame Street. He discussed plans with representatives of the Japanese Dentsu Advertising Company to develop Sesame Street in a Japanese language version. He also discussed with them the possibility of developing a new program to teach English as a second language in Japan. The Director also participated in reviewing programs and curriculum from the Spanish and French versions of Sesame Street.

8. STAFF UTILIZATION: The following changes in function occurred during this quarter among existing staff: Ana Herrerra from Sesame Street Researcher to Field Research Coordinator; Bettina Peel from Sesame Street Research Assistant to Research Planning Specialist; LaMarian Hayes from Assistant Director to Associate Director. The following researchers were hired, to begin work with the Sesame Street Research Division during the July-September quarter: Obatala Ombu, Janet Shapiro. Cindy Char will be working with Sesame Street Research as a summer intern until the beginning of August.

9. FUTURE ACTIVITIES

A. Activities described under Category #1 (A, D, H, K, M, N) are uncompleted and will continue into the next or future quarters.

B. Researchers are planning a fiscal-year timeline which will summarize research activities planned for the tenth broadcast season of Sesame Street.

C. A series of research training seminars is being planned to provide a solid background for Obatala Ombu and Janet Shapiro, new researchers who will begin their training early in July.

SESAME STREET PRODUCTION

The month of April was spent in pre-production for the New York City remotes. Locations were scouted; production personnel surveyed the locations; and production meetings were scheduled.

The remotes were taped from May 1st, through June 9th. Locations included Lincoln Center, Central Park, Chinatown, Spanish Harlem and several other streets around the city.

After completion of the remotes, meetings took place with the writers to discuss Season X objectives.

THE ELECTRIC COMPANY RESEARCH

Research activities on The Electric Company during the April - June period included conducting a project aimed at breaking down barriers to classroom utilization of TEC; completion of the final report on The Electric Company project; the report from the Nielsen Company on the household data for TEC viewership; commissioning of a further analysis of the data from the School TV Utilization Study by Corporation for Public Broadcasting and the National Center for Education Statistics, continuation of products research, and continuation of work with the CES department.

The information campaign to breakdown the barriers to classroom utilization has been in full swing over the last quarter. A one-page two-color information sheet appeared in the May - June issues of Teacher and Instructor magazines. Mail coupons, bounce-back cards, and the magazine reader service allowed for teachers to contact CTW for further information. As of July 1st, eight thousand eight hundred and ninety (8890) responded to the magazine promotion of TEC. The magazine reader service has forwarded 4,688 names to CTW, and 4,202 inquiries have come directly to CTW. Further analysis of the respondents will be done in the future. An information kit has been mailed to each of the respondents. Each kit includes two copies of The Electric Company Handbook (the guide to the TV program) a listing of various TEC supplementary materials and who to contact for more information on the materials, a fact sheet "Who's

Learning from The Electric Company: 20 Frequently Asked Questions from Teachers", and an Electric Company carry-all plastic bag.

The final report of The Electric Company, encompassing all facets of TEC, from its inception to the present, has been completed by Dr. Barbara Fowles and is included in the appendix of this report.

1978 marked TEC's first full year of repeat telecasts. Naturally, we are concerned with tracking the program's audience, especially the home-viewing audience, which we expect will be more affected by the repeats than the school audience will be.

Each year, we commission the A.C. Nielsen Company to provide us with national audience measurements for the January-February rating period for TEC's at-home viewers. These figures are charted for households with children 6-11, households with children under 6, persons 2-5 and persons 6-11. We have just received the household charts (see attached) for Jan.-Feb. 1978 and we expect to receive the persons charts within a few weeks. Once we have received these persons charts, containing data for actual number of children viewing, we will be able to aggregate these with the figures for in-school viewers and thus get a sense of total audience for 1978.

At this time, we can review the available household data. Before we do, however, we should note a few "qualifiers" related to Nielsen ratings in general. First, all Nielsen ratings are estimates whose standard error will vary depending on sample size, length of measurement period and magnitude of rating.

Second, such factors as weather and competition can affect figures. And third, in light of such "qualifiers," it is most important that we look at data across its entire history in order to get a reliable sense of trends in our audience.

According to the Annual Nielsen Report to CTW for Jan.-Feb. 1978, on a weekly basis The Electric Company continues to reach two million of the possible fifteen million households with children 6-11. This figure is down 16% from the same measurement period in 1977 but when we look across years for historical data we see that this year's rating is, in fact, very much on par with earlier year's ratings. It may well take another season or two to establish whether this is the beginning of a downward trend resulting from the fact that the series no longer is being renewed or whether this is another case of "normal" year-to-year fluctuations such as we have seen in the past. One other condition that bears watching is the performance of the PBS children's block as a whole, particularly in light of the fact that so many series (Zoom, Mr. Rogers Neighborhood, The Electric Company) now are in repeats.

It is also quite interesting to note that TEC continues to reach a significant number of households with children under 6 years of age. On a weekly basis, the 1978 data indicate that TEC reaches four million of the fourteen million households with children under 6.

As we said earlier, we await the arrival of the Nielsen persons' charts in order to aggregate these at-home counts with the figures for in-school audiences.

Under the direction of Peter Dirr for the Corporation of Public Broadcasting and the National Center for Educational Statistics a nation-wide study was conducted on School TV Utilization. CTW is contracting for further analysis of the data to glean The Electric Company specific responses from the information from the teachers. Projected figures on national utilization of TEC and information to help analyze the environment for the classroom of TEC should be available from this study.

Ongoing research input continued with the Products Group and Community Education Services.

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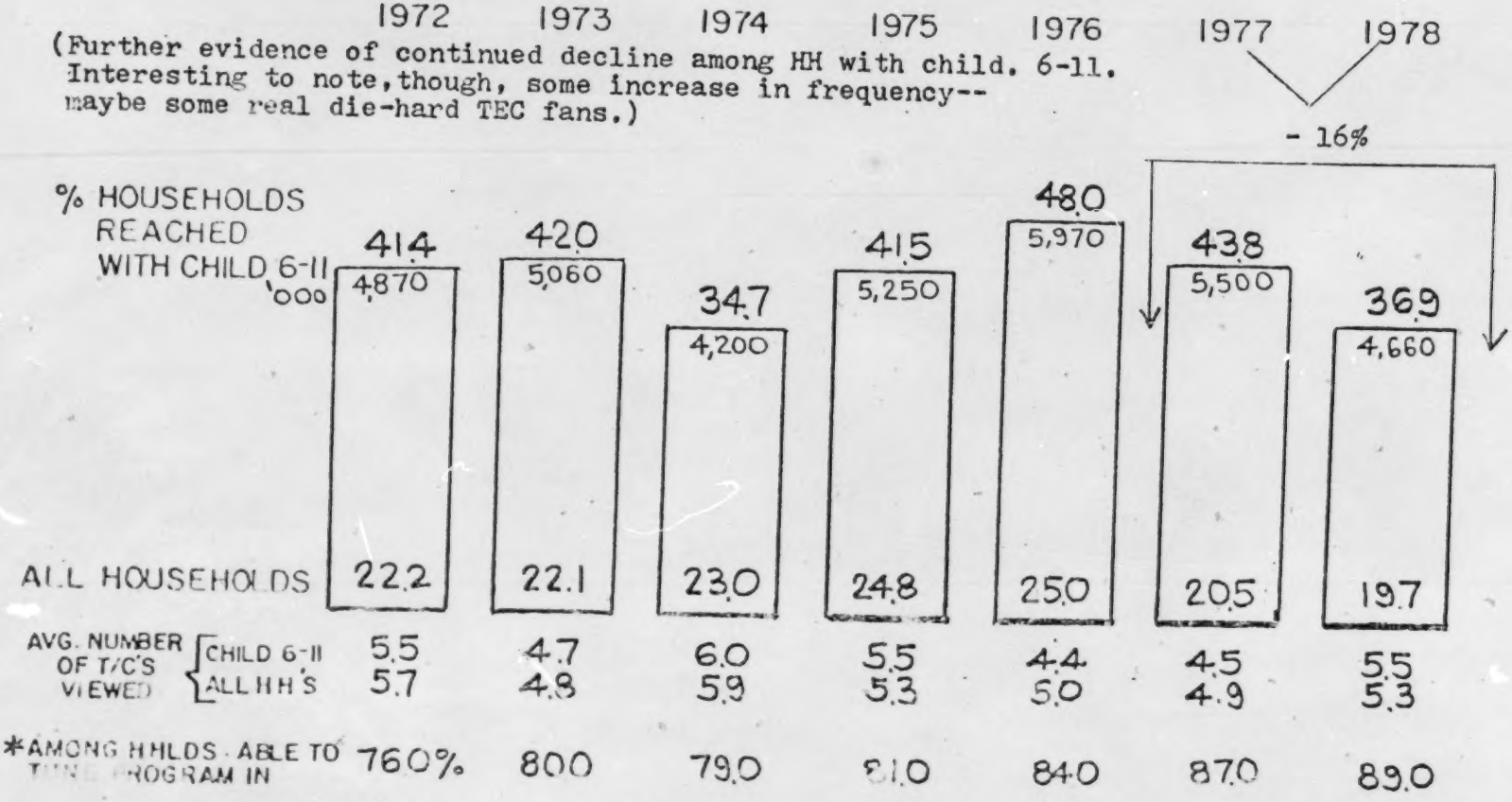
THE ELECTRIC COMPANY

HOUSEHOLDS WITH A CHILD 6-11 REACHED ONCE OR MORE WITHIN ELECTRIC COMPANY AREA*

4 WEEKS JANUARY–MARCH

(Further evidence of continued decline among HH with child. 6-11. Interesting to note, though, some increase in frequency-- maybe some real die-hard TEC fans.)



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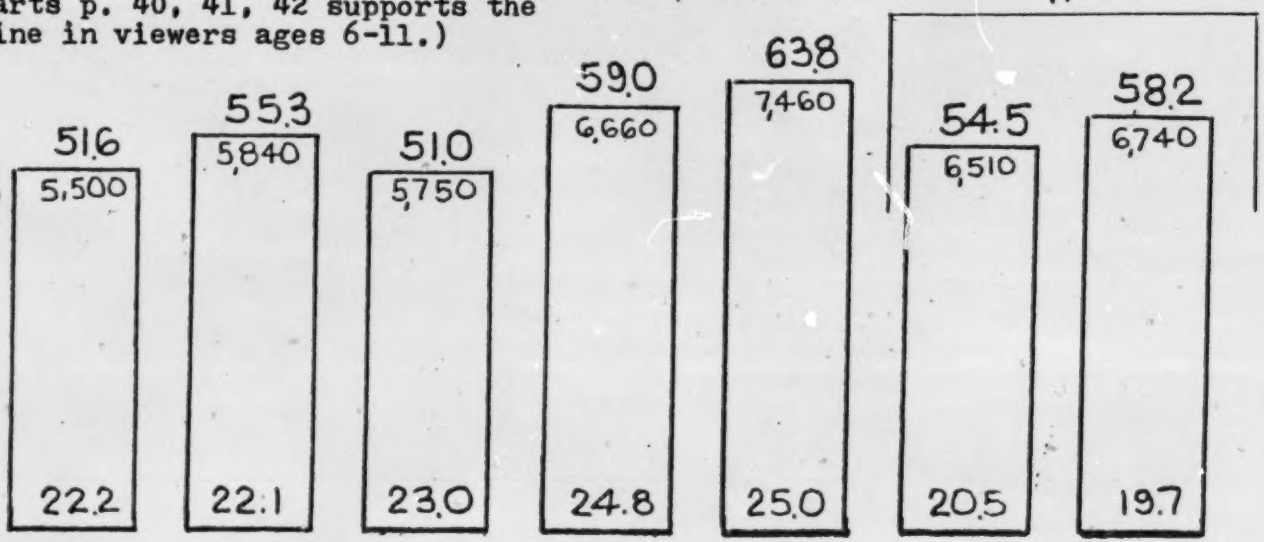
1978

THE ELECTRIC COMPANY

HOUSEHOLDS WITH A CHILD UNDER 6 REACHED ONCE OR MORE WITHIN ELECTRIC COMPANY AREA *

6 WEEKS JANUARY- MARCH

(There seems to be some increase in the # of HH's with child. under 6 reached by TEC. This, at worst, indicates a holding pattern which is really to TEC's credit in its first year of total repeats. This chart compared to charts p. 40, 41, 42 supports the continued decline in viewers ages 6-11.)



	1972	1973	1974	1975	1976	1977	1978
% HOUSEHOLDS REACHED WITH CHILD -6	51.6	55.3	51.0	59.0	63.8	54.5	58.2
'000	5,500	5,840	5,750	6,660	7,460	6,510	6,740
ALL HOUSEHOLDS	22.2	22.1	23.0	24.8	25.0	20.5	19.7
AVG. NUMBER OF T/C'S VIEWED — CHILD -6	8.7	7.2	8.9	7.4	7.4	7.7	7.8
AVG. NUMBER OF T/C'S VIEWED — ALL HH'S	5.9	4.8	5.9	5.3	5.0	4.9	5.3
* AMONG HOUSEHOLDS ABLE TO TUNE PROGRAM IN	76.0%	80.0	79.0	81.0	84.0	87.0	89.0

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COMMUNITY EDUCATION SERVICES DIVISION

This report covers outreach activities of the Community Education Services Division (CES) during the months of April, May and June, 1978. It is divided into several sections to facilitate review. National Office Activities represents administrative matters and programs developed and conducted by staff members in New York. This section also includes projects undertaken by the Extension Services Unit which covers areas not included in CES regional office territory. The Regional Office Activities section includes programs conducted by the six CES field offices located in Boston, Massachusetts; St. Paul, Virginia; Jackson, Mississippi; Dallas, Texas; Chicago, Illinois; and Los Angeles, California. Sections on Workshops and Conferences represent training and dissemination activities of both national and regional offices.

A. NATIONAL OFFICE ACTIVITIES

New York State Prisons

Preparations are nearing completion for the opening of a Sesame Street viewing center at Fishkill Correctional Facility, a state prison located in Beacon, New York. Space for the program has been allocated by the institution and inmates have assisted in equipping and decorating the center. A series of training sessions on the Sesame Street program and methods of reinforcing its educational curriculum were conducted throughout this quarter for fifteen inmate care givers who will work with children visiting the center. Efforts are being made to have

additional training provided for inmates by a local community college. The project will operate on weekends and a community worker, experienced in working with children, has volunteered to supervise the program. The center is scheduled to open in August of this year.

Several planning meetings have been held with the superintendent and program director of a new state pre-release facility, located in upstate New York, to discuss the establishment of a Sesame Street Center for visiting children. The institution is in the final stages of construction and will open next month. Project planning will continue at this site during the next quarter.

New York City Library Systems

The New York Public Library has been funded to develop an Early Childhood Development Resource Center for adults working with pre-school children. The center is designed to expand the awareness and working skills of librarians, day care workers, social workers, etc., in using media resources to aid in the educational development of young children. CES participated in a workshop/seminar sponsored by the center, on the topic of affective learning. The CES presentation focused on the use of Sesame Street as an educational resource with an emphasis on the program's affect and social behavior curriculum goals.

In cooperation with New York's Brooklyn Public Library, CES has provided a series of Sesame Street training workshops for children's services librarians working in the system. The workshops were designed to assist librarians in understanding the structure and curriculum goals

of the Sesame Street program and methods of reinforcing its educational goals with related activities and print resources. Several branch librarians have expressed interest in developing summer Sesame Street programs in which parents and children can participate together in educational activities in the library setting. Similar training is planned for childrens' librarians in the Queensboro and New York Public Library Systems.

An exploratory meeting was held between CES staff and the New York Public Library System to determine the possibility of instituting The Electric Company Power Stations (language arts activity clubs) as a program of the Library's Youth Services Division. A follow-up meeting is scheduled to take place during the next quarter to further discuss the Power Station concept and to provide library representatives with information on The Electric Company curriculum goals and methods of utilizing the porgram as a resource in informal educational programs.

New York City School District #9

A workshop was conducted during this quarter by CES staff for forty reading specialists of the Basic Skills Center Reading Program of School District #9. The center, which services twenty-one schools in the Bronx, was developed to strengthen the reading skills of children in grades four through eight who are reading one or more years below their grade level. The purpose of the workshop was to demonstrate to the group of teachers how The Electric Company can be used as a resource in classroom reading programs. The session covered teaching

strategies and curriculum goals of The Electric Company and methods of reinforcing its content with related supplemental print materials.

Bedford-Stuyvesant Neighborhood Youth Corps Program

An all-day workshop was held by CES for supervisors and staff of six neighborhood centers of the Bedford-Stuyvesant Restoration Corporation, which will be operating summer programs for pre-school children in poverty areas of Brooklyn, New York. Participants were trained in the structure and curriculum goals of Sesame Street and The Electric Company and methods of developing activities to reinforce the educational content of the programs. Teenagers hired by the Neighborhood Youth Corps Program to work in the centers will in turn receive information from supervisory staff on methods of conducting activities with the children based on Sesame Street and The Electric Company educational goals. Supplemental print materials for both shows will be made available to the centers.

Puerto Rican Family Institute

The Puerto Rican Family Institute is a community agency which provides a variety of social services to predominantly Spanish-speaking families in New York City. The Institute's Bilingual Supportive Learning Center is designedto help parents develop and encourage their children's bilingual education. CES conducted a workshop for a group of parents who attend the Center to provide information on utilizing Sesame Street as an educational resource in the home and to discuss the show's bilingual/bicultural curriculum goals and reinforcement materials. The CES training film, "Sesame Street Esta Donde Quiera" is on loan to the Institute and will be used by the Center to initiate discussions on parenting methods

with Spanish-speaking participants.

Red Hook Family Day Care Program

During this quarter, CES staff continued conducting workshop training of the use of Sesame Street for provider mothers, working through New York's Red Hook Family Day Care Program which services 400 homes in the metropolitan area. In addition, a meeting was held between CES staff and the director of the Red Hook Program to develop an on-going program of working with the education staff and home coordinators to provide information, print materials and utilization methods on the Sesame Street broadcast which will in turn be provided to mothers operating the day care homes.

CES Publications

To assist parents, teachers, paraprofessionals and others better utilize Sesame Street and The Electric Company at home, in school and in informal educational settings, CES develops and disseminates a variety of supplemental print materials. During this quarter the last issues of Script Highlights for Sesame Street's Ninth Season were completed (see appendix.) A newsletter was developed to assist ITV coordinators and teachers in utilizing The Electric Company. The newsletter will be issued on a periodic basis throughout the year and will contain information on the show's training strategies and curriculum goals and suggestions for related follow-up activities (see appendix.)

"Sharing the Street: Activities for All Children" an activity manual for individuals working with children who have special needs is in the final stages of production and will be submitted with next quarter's report.

Work began on a Spanish translation of the Sesame Street Muppet Gallery, a booklet on major Muppet characters and explanations of how they are used to illustrate Sesame Street affective curriculum goals. It is anticipated that the Spanish version will be completed by the fall of 1978.

B. CES FIELD ACTIVITIES

Summer Programs

Each year CES joins forces with a variety of institutions and agencies sponsoring summer programs to assist in providing meaningful experiences for teenagers employed in the programs and young children in attendance, by introducing Sesame Street and The Electric Company as elements of the programs. Although most of these activities do not begin until July, much preparation, including meetings with supervisors, material assembly and training sessions with staff and teenage tutors is conducted in the months preceding the programs' openings. Following are activities undertaken by CES staff in this area during the quarter.

- In the Northeast region of the country, CES is working with a number of community agencies sponsoring summer programs which employ teenagers through Neighborhood Youth Corps and CETA programs. Northern Educational Services, located in Springfield, Massachusetts, operates a day camp for approximately 200 children from disadvantaged areas of the city. Thirty teenagers from low-income families have been employed in this program through CETA funds. Action for Boston Community Development provides many services to low-income residents of the city including a Neighborhood Youth Corps program. This summer 250 teenagers will tutor 300 children. The program will operate at ten sites housed in public schools and community buildings in the following neighborhoods of the city: Allston/Brighton, Chinatown, Dorchester, East Boston, Jamaica Plain, North End, South End, Rosbury, South Boston,

and West Roxbury. The Cambridge Camping Association, a non-profit organization, operates an Inner City Day Camp program for city residents. A total of 720 children representing varied neighborhoods in Cambridge are enrolled in one of four two-week camp sessions. Enrollment fees for the program are minimal and facilities are donated by Harvard University and the City of Cambridge.

Extensive training by CES has been provided for 30 teenagers and 15 supervisors at Northern Educational Services; 25 supervisors at Action for Boston Community Development and 30 staff members of the Inner City Day Camp. In each of these programs activities based on the educational goals of Sesame Street and The Electric Company will be conducted with children attending the summer programs during the morning hours. Children will be encouraged to view the broadcasts at home late in the afternoon.

- The Greenville Recreation Program in South Carolina operates a summer program for approximately 300 children from low-income areas of the city. High school students, funded through the CETA program, will be hired to work with the children. A workshop was conducted for the program's 24 supervisors which included methods of conducting activities to reinforce the educational goals of Sesame Street and The Electric Company. Reinforcement print material for both shows will be supplied for the program and used by the high school students in their

work with younger children. Sesame Street and The Electric Company will also be used as resources in a summer recreation program run by the city of Durham, North Carolina. Three workshops were conducted for the 45 teenagers who will be working in day camps for eight weeks. Approximately 500 children are enrolled in the Durham program.

- The Community Education Center in Dunbar, West Virginia sponsors a summer day care program utilizing the services of CETA employees to work with younger children. A workshop was conducted for the tutors on methods of utilizing Sesame Street as an educational resource in an informal setting.

- Training was conducted by CES staff for 50 teenagers who have been hired to work as counselors in the San Diego, California Regional Youth Summer Program. Eleven of the counselors are from a local tribe of Native Americans. The project will operate in a number of neighborhood centers and will service approximately 500 children. Sesame Street and The Electric Company will be utilized as educational resources in the program.

Prisons

The Sesame Street Prison Project, which began as an experiment in a federal correctional institution three years ago, has continued to expand not only to other federal prisons, but to state facilities as well. Sesame Street viewing centers are established within the visiting areas of the institutions and children attending the centers are provided

with a program of organized educational play. Inmates, trained by CES staff, conduct activities with the visiting children based on the Sesame Street curriculum goals. Following are activities conducted by CES staff during the past quarter with three new prisons which have adopted the program.

- Kirkland Correctional Institution is a state prison located in Columbia, South Carolina. Meetings have been held with prison officials and representatives of the institution's Jaycee chapter who had read about the Sesame Street project in a local newspaper and, with the consent of the Deputy Warden, decided to develop the program at Kirkland. One room has been set aside for the viewing center and the institution plans to renovate another due to the large numbers of children who visit the prison. Video equipment will either be secured by the prison administration or purchased by funds available from several projects operated by the Jaycee chapter. The development of the project is being carefully documented by the Kirkland Jaycee chapter plan to submit it to their national organization and are hopeful that it will win an award for their chapter. Workshops on the Sesame Street program have begun for inmates selected to work in the program. In addition to the training provided by CES, participating inmates will receive basic instruction in early childhood education from a local community college. Inmate training and other necessary preparations will continue during the next few months. It is anticipated that the project at Kirkland will be in full operation by October, 1978.

- CES staff traveled to Circle Pines, Minnesota to meet with officials regarding the opening of a Sesame Street viewing center in the visiting area of the Minnesota Metropolitan Training Center. The institution is undergoing a change from a minimum to medium security facility and the prison staff would like to have the Sesame Street project in operation when the visiting facilities are moved from nearby cottages to a room in the administration building. Efforts are currently underway to equip the Sesame Street center and to secure assistance from a college in the area to provide training to inmates who will work ih the program.

- The Sesame Street Visiting Center Project has been adopted by Terminal Island, a medium security federal facility in Los Angeles, California. The program will operate during the week and on weekends and two early childhood educators have been hired to supervise its operation. Inmates are currently being interviewed to work in the center and CES training will begin during the next quarter.

- In an effort to encourage institutions in the Mid West to implement the visiting center project, CES staff presented the film, "Sesame Street Goes to Prison" and a discussion period at the Annual Meeting of the John Howard Association, a foundation working in the area of correctional reform. Approximately 60 persons attended the presentation including

prison adminstrators, law enforcement officials and government and community organizations.

Pre-School Programs

CES works with a variety of organizations across the country to reach parents, teachers and others working with young children in both formal and informal educational settings. Following are examples of activities conducted during this quarter to promote the use of Sesame Street as an educational resource in early childhood education programs.

- Eight Cap, Inc. is a non-profit corporation located in Central Michigan which provides many social and educational services to individuals and organizations in the surrounding communities. In addition, Eight Cap administers funds for twelve head start programs (eight currently in operation and four scheduled to open in September) in four counties of Michigan. A meeting was held recently with the Director of one of these centers located on the Isabella Indian Reservation to discuss plans to incorporate Sesame Street as an element of the center's educational program. Plans have also been made to provide the twelve head start programs of Eight Cap, Inc. with training and print materials on the Sesame Street program which will be utilized as an educational resource in each of the Head Start centers.

- The National Director of Head Start has requested that parent/teacher/staff workshops be conducted at each of Head Start's ten regional offices. The first of these sessions was conducted

during this quarter for Region 10 Head Start representatives over a two-day period in the Southwest. New contacts were made at the workshop from Head Start programs in Oklahoma, New Mexico and Texas, which service large numbers of Native Americans and Spanish-speaking children. Sesame Street materials have been sent to each of these centers and follow-up contacts will be made in the coming months.

- The Emanuel Lutheran Child Care Center provides child care services for predominantly Spanish-speaking low-income families in Dallas, Texas. The child care centers receives many children of welfare mothers who attend training programs during the day. A workshop was conducted for teachers working at the center on the structure, curriculum goals and reinforcement methods of utilizing Sesame Street as an educational resource and a presentation has been scheduled for a group of parents affiliated with the center.

- A all-day session on Sesame Street was presented by CES staff recently for the Montgomery County Head Start Program in Alabama. The workshop was given in two parts. During the day a presentation was made to a group of 40 teachers covering the curriculum goals of Sesame Street and methods of developing classroom activities to reinforce the show's educational lessons. The second session, held during the evening at a nearby housing project, was conducted for a group of 25 parents. Participants received information on Sesame Street and demonstrations of simple educational activities which could be conducted at home with their children.

PBS/ITV

CES initiates and maintains contact with PBS stations and ITV organizations throughout the country in an effort to provide current information and services on CTW productions and updating on outreach projects being conducted in areas within their coverage. Following are CES activities conducted with PBS/ITV personnel during this quarter.

- CES was requested by the program manager of WSWP in Beckley, West Virginia, to attend a station meeting with representatives of the Westmoreland Coal Company and describe CES involvement with WSWP in relation to Sesame Street and The Electric Company. Westmoreland, which operates several coal mines in West Virginia, has expressed interest in supplying teachers and parents with Sesame Street print materials, and the company was made aware of utilization projects being conducted in West Virginia which extend the benefits of broadcast viewing for children in that state.

- CES Appalachian regional coordinator appeared on a local talk show entitled "Two-nite" for station WSJK in Knoxville, Tennessee. The interview included a general discussion of CTW, its educational productions and the outreach services of the CES Division. An additional program will be taped in the fall for broadcast to teachers in the area.

- A presentation was given in Bloomington, Minnesota by CES Staff to ITV coordinators assembled at the Annual Conference of the Central Educational Network, an organization representing twelve mid-western states. The session covered both Sesame Street and The Electric Company and focused on methods of classroom utilization of the shows. The presentation enabled CES to establish contact with a large number of media representatives in the Mid West.

- A meeting was held recently between CES and the Director of Educational Programming for the Catholic Television Network in Chicago, Illinois, to provide current information on CTW print materials and discussed training sessions for parents and teachers of Catholic Schools in Chicago on utilization of Sesame Street and The Electric Company.

- In addition to the above activities, meetings for a variety of purposes were held with representatives of the following stations during the quarter: WETA, Washington, D.C.; WNET, New York, N.Y.; WETV, Atlanta, Georgia; WTTW, Chicago, Illinois; WCMU, Mt. Pleasant, Michigan; WGBY, Springfield, Massachusetts; WNIT, Chicago, Illinois; WTVI, Charlotte, N.C.; and WWVU, Morgantown, West Virginia.

Electric Company Power Stations

Power Station projects were developed by CES to promote viewing of The Electric Company broadcast and provide meaningful activity for teenage youth and young children. Power Station clubs are based on the

youth-tutoring-youth concept and designed to help children, particularly those encountering reading difficulties, acquire a more positive feeling toward print by engaging in activities which utilize the full range of language arts skills.

- A large scale pilot Power Station program was conducted during this past year in Jackson, Mississippi and surrounding cities. Approximately 200 children participated as club members in the Power Stations. The project was organized in large part by a VISTA volunteer working in the CES Jackson office. A reading specialist from Jackson State University provided ongoing technical assistance to the project and assisted in training teenagers to engage in language arts activities with younger children. Teenagers, working in the Power Stations as club leaders, were hired by a grant from WLBT-TV, a local CBS affiliate, which is committed to addressing the problem of illiteracy in Mississippi. The Mississippi Authority for ETV altered its broadcast hours for The Electric Company so it would air at a time when the Power Stations were in operation.

  During this quarter, an exhibit was held at the Livingston Park Library in Jackson, and Power Station club members presented projects they had worked on during the year. Club projects included planting trees around the library, model ship constructions, putting on puppet shows and plays and constructing word games and story books. Certificates of appreciation were given to the teenage club leaders who worked in the program and certi-

ficates of achievement to Power Station club members.

Several of the Power Stations will operate during the summer months and workshops are now being held for club leaders and supervisors. It is anticipated that many more Power Stations will begin operation in the fall and plans are being made to extend the project to the Delta region of Mississippi.

C. WORKSHOPS

Workshop training on CTW productions and effective utilization techniques is a major activity of the CES Division. It is designed to promote wider viewing and enhance the educational benefits to show viewers. Participants in workshop training include teachers, parents, paraprofessionals and all others interested in the education of children. The information provided in these sessions follows a standard format but is tailored to meet the specific needs of the varied CES target populations, such as bilingual, migrant or handicapped individuals. Following are workshops conducted during this quarter in addition to those expanded on in the foregoing sections.

Schools

- P.S. 154, (teacher/parent/paraprofessional) New York, New York
- Russell Elementary School (teacher/student) Los Angeles, California
- Edwin J. Kiest Elementary School (teacher/parent) Dallas, Texas
- Wamputuck Elementary School (teacher/parent) Scituate, Massachusetts
- Blythville Public Schools (parent) Jackson, Mississippi
- Powell Elementary School (parent) Jackson, Mississippi
- ABC School District (parents) Cerritos, California

Pre-School

- W.D. Day Care (teacher) Wyandach, New York
- Day Care Resource Center (day care directors) Brooklyn, New York
- Cooperative Extension Association of Chautauqua County (teacher) Jamestown, New York

Community Agencies

- San Diego Urban League (teacher/student) San Diego, California
- Boy's Harbor (teacher) New York, New York
- United Planning Organization (teacher) Washington, D.C.
- Education Resource Center (parent/teacher/student) Chicago, Illinois
- Operation SPANK (student) Jackson, Mississippi
- Educational Opportunity Center (teacher) Yonkers, New York
- Northern Educational Services (teacher/paraprofessional) Springfield, Massachusetts
- Police Community Relations (paraprofessional) Jackson, Mississippi

Library

- Middlesex County Library Association (librarians) Framingham, Massachusetts
- Framingham Public Library (parents) Framingham, Massachusetts

Bilingual

- Mid-Hudson Valley Bilingual Program (teacher) Mt. Kisco, New York
- Service Jobs for Progress, Inc. (paraprofessional) Dallas, Texas

Colleges

- Hampton Institute (media students) Hampton, Virginia
- El Centro College (teacher aides) Dallas, Texas
- Alcorn State University (parent/student) Lorman, Massachusetts

Hospitals

- Harlem Hospital (paraprofessional/parent) New York, New York
- King's County Hospital (foster grandparents) New York, New York

D. CONFERENCES/DISSEMINATION ACTIVITIES

CES disseminated information about CTW/CES at the conferences listed below during this quarterly period. In parallel with this activity contacts were established with organizations, agencies and individuals interested in the range of services provided by CES.

- Right to Read Annual Convention, Washington, D.C.
- National Association of Bilingual Educators Annual Conference, San Juan, Puerto Rico
- Dallas Association for Bilingual Education, Dallas, Texas
- American Women in Radio and Television Annual Convention, Los Angeles, California
- New York State Education Department, 8th Annual Toward Humanizing Education Conference, Albany, New York
- Illinois Inter-Agency Committee on Migrant Affairs, Conference on Migrant and Seasonal Farm-Workers in Illinois, Chicago, Ill.
- Educational Region of Cook County and Blue Cross/Blue Shields, Preventive Health Care Conference for Educators, Chicago, Illinois
- Georgia Head Start Association Annual Conference, Athens, Georgia
- California Child Development Administrators Association 35th Annual State Conference, Whittier, California
- Illinois Office of Education, Migrant Programs Division Annual Conference, Springfield, Illinois
- American Library Association Annual Convention, Chicago, Illinois

PUBLIC AFFAIRS

During this quarter, the public information division concentrated its efforts on promotional activities in conjunction with the current season of "Sesame Street," and on plans and preparation for the tenth anniversary season of the series.

News releases related to activities on the show and in conjunction with guest appearances by celebrities, and black and white photography have been distributed to the press, including local newspaper television editors and reviewers, editorial staffs of national magazines and other media and to the public information staffs of the 272 Public Broadcasting Service stations that carry the series.

Use of these features and photographs has declined somewhat as the season nears its end, but new materials, especially photographs of Victor Borge, who made a guest appearnce with Oscar the Grouch, and Big Bird's appearance with Secretary Califano at the HEW 25th birthday celebration, continue to be high. Two national wire services published photographs of these visits, as did local newspapers across the country.

Location filming for the tenth broadcast season has been completed in New York City. Local coverage of this activity resulted in television news clips and local print coverage.

Press kits for the tenth season are currently being produced, and will feature photography based on scenes filmed on location with human and Muppet characters.

Arrangements were made to mount a film retrospective of Sesame Street excerpts from its ten seasons at a prestigious museum of American art.

During this period, Sesame Street was awarded the One to One Award for its programming on behalf of retarded children. Joan Ganz Cooney, president of CTW, received the James B. Conant Award for Excellence from the Education Commission of the States.

Mail during this period continued to be heavily favorable towards the series. Of the more than 908 letters received during April through June, only 21 registered some complaint about program content or format (a ratio of 43 favorable to 1 unfavorable).

NEW HIRES AND TERMINATIONS FOR SESAME STREET, AND THE ELECTRIC COMPANY INCLUDES PRODUCTION, RESEARCH, PUBLIC AFFAIRS, AND COMMUNITY EDUCATION SERVICES FOR THE PERIOD 04/01/78 TO 06/30/78.

NEW HIRES AND TRANSFERS

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Braithwaite, Robert	Production Manager	Corporate Services/ Operations	06/12/78
Chasen, Sharon	Secretary	Corporate Services/ Personnel	05/30/78
Cozell, Mike	Associate Producer	Sesame Street	06/01/78
Delvin, Rita	Clerk	Temporary Assign-ment/Operations	05/17/78
Drazen, Herbert	Senior Program Analyst	Finance Depart-ment	04/24/78
Eisenstadt, Karen	Research Coder	Research, Temporary Assignment thru end of summer	04/17/78
Giraldo, Gloria	Secretary	CES-Midwest	05/01/78
Gordon, Judith	Secretary	Contract, Corporate Services/Music Opera-tions	04/27/78
Greene, Josephine	Secretary to Vice President	Promotion/Transfer from Personnel to Legal	05/15/78
Hayes, Olga	Secretary	Personnel	05/10/78
Hellegers, John	Vice President & General Counsel	Corporate Services/ Legal	05/01/78
Hogan, Vijaya	Research Coder	Research, Temporary Assignment thru end of summer	04/17/78
Jenkins, Lewis	Mail/Duplica-ting Clerk	Corporate Services/ Mailroom	05/22/78
Kaye, Robert	Auditor	Corporate Services/ Finance	06/05/78
Kennedy, Leonard	Assistant Gener-al Counsel	Corporate Services/ Legal	05/08/78
Klein, Jessica	Secretary	Sesame Street	06/12/78

NEW HIRES AND TRANSFERS CONTINUED

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Laudenslager, Mark	Accounts Payable Clerk	Contract, Corporate Services/Finance	04/03/78
Lopez, Edwin	Research Tester	Research, Temporary Assignment for 3 weeks thru 05/26/78	04/04/78
Lopez, Loreca	Timekeeper/ Payroll Asst.	Finance	04/10/78
Martin, Lenora	Clerk	Summer Position - Employee Relations	06/29/78
Messinger, Blaise	Mail Clerk	Administrative/Mail-room, Temporary for summer only	05/30/78
Miller, John	Research Coder	Research, Temporary Assignment thru end of summer	04/17/78
Morales, Iris	Legal Intern	Corporate Services/ Legal, Temporary for summer only	06/05/78
Rivera, Gladys	Research Coder	Research, Temporar-ily employed, worked only five days, assignment ended 04/21/78	04/13/78
Shambree, Jerlean	Assistant Admin-istrator	CES-Jackson, MI	05/17/78
Sherman, Arlene	Production Coordinator	Transfer from Temp-orary State to Per-manent/Operations	05/08/78
Smith, Susan	Secretary	Research	05/01/78
Sokol, Margaret	Research Coder	Research, Temporary Assignment thru end of summer	04/17/78
Stafford, Paul	Business Manager	CES/Transfer from contract to full time permanent status	04/26/78
Van Der Meulen, Pamela	Research Coder	Research, Temporar-ily employed, worked thru 04/20/78	04/13/78

TERMINATIONS

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Bantzhoff, Claire	Secretary	Office of the President	06/02/78
Bohr, Daniel	Production Manager	Corporate Services/ Operations	05/12/78
Cushman, Dean	Staff Associate	CES-NY	06/30/78
Elvin, Dolores	Accounts Payable Supervisor	Corporate Services/ Finance	04/04/78
Emmons, Margaret	Salary Coordinator	Corporate Services/ Personnel	05/19/78
Fragos, Emily	Writer	Public Affairs	04/04/78
Gilbert, Chauncey	Clerk	CES-NY	06/30/78
Hayes, Olga	Secretary	Corporate Services/ Personnel	05/12/78
Kellum, Mollie	Secretary	CES-Dallas, Texas	06/16/78
Lee, Angela	Administrative Assistant	Corporate Services/ Business Affairs	04/14/78
Marsh, Mark	Director of Budgets & Analysis	Corporate Services/ Finance	04/28/78
Martinez, Maritza	Clerk	Purchasing	06/01/78
Meyers, Guy	Attorney	Legal Department	06/30/78
Pitegoff, Cathie	Secretary	Corporate Services/ Music	04/28/78
Reyes, Eleanor	Secretary	CES-Midwest	04/28/78

Summary Report on Product Activity

In the quarter ending June 30, 1978, the CTW Products Group activities in product areas related to Sesame Street and The Electric Company included the following:

CTW Magazine Publishing

CTW continued to publish its two magazines, SESAME STREET MAGAZINE and THE ELECTRIC COMPANY MAGAZINE. The magazines were sold through subscriptions and, with Select Magazines, Inc. as our distributor, on newsstands. The May, June and July issues of SESAME STREET MAGAZINE and the June and July issues of THE ELECTRIC COMPANY MAGAZINE were published. These magazines have the same target audiences and curriculum goals as their respective shows.

THE ELECTRIC COMPANY GUIDE DITTO MASTER BOOK, an activity book for use by reading teachers in the classroom, continued to be offered for sale.

Domestic Licensing (including, for the most part, Canada)

In addition to agreements with Addison-Wesley, Guidance Associates, Milton Bradley and National Textbook for the production of various teaching aids designed exclusively for in-school use, CTW also had licenses in effect with others for educational toys, games, books and records, and ancillary products, as follows:

Licensee	Product
Addison-Wesley	supplementary reading materials for pre-reading and sentence comprehension
Avalon	art supplies

Milton Bradley	puzzles, games, activity bulletin boards for in-school use exclusively
National Textbook	Spanish language arts program
Newsweek	filmstrips
Owens-Illinois (Lily)	paper cups, plates, etc.
Pak-Well	writing tablets
J.C. Penney	children's clothing
Peter Pan Industries	records
Random House	books
Robert Wood Johnson Foundation	dental hygiene learning kits
Sight & Sound	music books
Simon & Schuster	books
Synengistics	games
Vanity Fair	radio, phonograph, calculator, walkie talkie, camera, cassette player
Vera	placemats
Western Publishing	books
Wilton Enterprise	children's kitchen toy sets
Zodiac	pillows

Foreign Licensing

CTW-licensed products similar to most of those mentioned above were available in one or more of the following areas:

Latin America, including Mexico

Europe, including Spain, Holland, Germany, Sweden, Ireland

Far East, including Japan, Australia, New Zealand

Africa and the Near-East

Bradley Time	watches, clocks
Burlington Domestics	bed linens, etc.
California Originals	cookie jars
Chatham Blanket	blankets
Collegeville Flag & Mfg.	costumes
Colorforms	games
Columbia Records	records
Council for Exceptional Children	teacher guides to special education
Demand Marketing	children's plate dishware
Distinguished Productions, Inc.	records
Drawing Board	greeting cards, stationery, other paper products
Fisher-Price	toys
Friends Industries	crafts
Gabriel Industries	outdoor play sets
GHC Toy Company	hand puppets, toys
Gorham	figurines, cutlery and china
Grosset & Dunlap	books
Guidance Associates	filmstrips on reasoning, problem solving, emotions and interpersonal relationships
Holt, Rinehard & Winston	foreign language learning kits
Ice Follies	live performance, related products
Jardine Matheson Ltd.	radios, phonographs, electronic blackboards
Knickerbocker Toy Co.	stuffed dolls, toys
Marvel Comics	comic book series specially designed for slow readers
Me-Books	books

Other

In addition the Workshop during this quarter had contracts in effect with the Ice Follies and Judd Concert Bureau respectively for certain live ice-skating and symphony orchestra performances featuring SESAME STREET characters.

INTERNATIONAL

Foreign countries in which in the quarter ending June 30th, 1978 SESAME STREET AND THE ELECTRIC COMPANY were broadcast in English and in which SESAME STREET was broadcast in one or more foreign language versions are:

	TEC	SS	Foreign Language SS
Australia	X*	X	
Belgium			X
Bermuda		X	
Brunei		X	
Canada	X	X	
Colombia			X
Cuba	X*	X*	
Diego Garcia	X*		
Ecuador			X
France			X
Germany	X*	X*	X
Greece	X*		
Greenland	X*		
Haiti		X	
Holland			X
Hong Kong		X	
Iceland	X*	X*	
Ireland		X	
Italy	X*	X*	X
Japan	X*	X	
Korea	X*	X*	
Liberia		X*	
New Zealand		X	
Nigeria		X	
Northern Ireland		X	
Panama	X*	X*	
Philippines		X	
Puerto Rico		X*	X
Saudi Arabia		X	
Singapore		X	
Spain	X*		X
St. Kitts		X	
Trinidad & Tobago		X	
Turkey	X*	X*	
United Kingdom		X	
Venezuela			X

*Armed Forces Radio and Television Services

OMB NO. 80-R0180

FINANCIAL STATUS REPORT

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT: Department of Health, Education & Welfare, Office of Education

2. FEDERAL GRANT NO. OR OTHER IDENTIFYING NO.: Contract Pending

3. NAME AND ADDRESS OF GRANTEE ORGANIZATION:
Children's Television Workshop
One Lincoln Plaza
New York, New York

4. EMPLOYER IDENTIFICATION NO.: 13-2655731

5. GRANTEE ACCOUNT NO. OR IDENTIFYING NO.: N/A

6. FINAL REPORT: ☐ YES ☒ NO

7. BASIS OF REPORT: ☐ CASH ☒ ACCRUED EXPENDITURES

8. PROJECT PERIOD (Month, Day, Year): FROM 1 1 78 TO Completion of Project

9. REPORT PERIOD (Month, Day, Year): FROM 4 1 78 TO 6 30 78

10. STATUS OF FUNDS	PROGRAMS - FUNCTIONS - ACTIVITIES (1) Sesame Street X	(2) The Electric Company	(3)	(4)	(5)	(6)	TOTAL
a. Total outlays previously reported	$ 50,431	$ -					$ 50,431
b. Total program outlays this period	684,969	-					684,969
c. LESS: Program income credits	-	-					-
d. Net program outlays this period	684,969	-					684,969
e. Total program outlays to date	735,400	-					735,400
f. LESS: Non-Federal share of program outlays	-	-					-
g. Total Federal share of program outlays	735,400	-					735,400
h. Total unpaid obligations	-	-					-
i. LESS: Non-Federal share of unpaid obligations	-	-					-
j. Federal share of unpaid obligations	-	-					-
k. Total Federal share of outlays and unpaid obligations	735,400	-					735,400
l. Total Federal funds authorized							
m. Unobligated balance of Federal funds							

11. INDIRECT EXPENSE: a. TYPE OF RATE (Mark box)
☐ PROVISIONAL ☐ FINAL
☐ PREDETERMINED ☐ FIXED N/A

b. RATE | c. BASE

d. TOTAL AMOUNT | e. FEDERAL SHARE

12. REMARKS (Attach additional sheets if necessary)

13. Certification - I certify that to the best of my knowledge and belief this report is correct and complete and that all outlays and unpaid obligations are for the purpose set forth in the grant award documents.

NAME: Joseph A. Oleske
TITLE: Assoc. Dir. Taxes & Reporting
TELEPHONE: AREA CODE 212 NUMBER 595-3456 EXT.
SIGNATURE OF AUTHORIZED OFFICIAL: Joseph A. Oleske
DATE REPORT IS SUBMITTED: 7/14/78

HEW-601T

49

OMB NO. 80-R0180

FINANCIAL STATUS REPORT

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT: Department of Health, Education & Welfare, Office of Education

2. FEDERAL GRANT NO. OR OTHER IDENTIFYING NO.: Contract Pending

3. NAME AND ADDRESS OF GRANTEE ORGANIZATION:
Children's Television Workshop
One Lincoln Plaza
New York, New York

4. EMPLOYER IDENTIFICATION NO.: 13-2655731

5. GRANTEE ACCOUNT NO. OR IDENTIFYING NO.: N/A

6. FINAL REPORT: ☐ YES ☒ NO

7. BASIS OF REPORT: ☐ CASH ☒ ACCRUED EXPENDITURES

8. PROJECT PERIOD (Month, Day, Year): FROM 1 | 1 | 77 TO Completion of Project

9. REPORT PERIOD (Month, Day, Year): FROM 4 | 1 | 78 TO 6 | 30 | 78

10. STATUS OF FUNDS	PROGRAMS - FUNCTIONS - ACTIVITIES (1) Sesame Street IX	(2) The Electric Company	(3)	(4)	(5)	(6)	TOTAL
a. Total outlays previously reported	$5,949,100	$117,200					$ 6,066,300
b. Total program outlays this period	1,011,400	66,100					1,077,500
c. LESS: Program income credits	-	-					-
d. Net program outlays this period	1,011,400	66,100					1,077,500
e. Total program outlays to date	6,960,500	183,300					7,143,800
f. LESS: Non-Federal share of program outlays	4,460,500	183,300					4,643,800
g. Total Federal share of program outlays *	2,500,000	-					2,500,000
h. Total unpaid obligations	-	-					-
i. LESS: Non-Federal share of unpaid obligations	-	-					-
j. Federal share of unpaid obligations	-	-					-
k. Total Federal share of outlays and unpaid obligations *	2,500,000	-					2,500,000
l. Total Federal funds authorized							
m. Unobligated balance of Federal funds							

11. INDIRECT EXPENSE: a. TYPE OF RATE (Mark box)
☐ PROVISIONAL ☐ FINAL
☐ PREDETERMINED ☐ FIXED N/A

b. RATE | c. BASE

d. TOTAL AMOUNT | e. FEDERAL SHARE

12. REMARKS (Attach additional sheets if necessary)
* It is assumed that pending contract will be awarded in the sum of $2,500,000.

13. Certification - I certify that to the best of my knowledge and belief this report is correct and complete and that all outlays and unpaid obligations are for the purpose set forth in the grant award documents.

NAME: Joseph A. Oleske
TITLE: Assoc. Dir. Taxes & Reporting
TELEPHONE: AREA CODE 212 NUMBER 595-3456 EXT.
SIGNATURE OF AUTHORIZED OFFICIAL: Joseph A Oleske
DATE REPORT IS SUBMITTED: 7/14/78

HEW 4017